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CONTACT: Karen Strickholm for DCI-LA
505-988-4401
StrickholmCompany@msn.com

**HIT ANIMATED SERIES *DELTORA QUEST*
GOES GLOBAL!**

**DCI Los Angeles Expands Property
Into Multiple Territories
With Broadcasting, Videogram & Merchandising Deals**

SANTA MONICA, CA – DCI Los Angeles (DCI-LA), the U.S.-based division of Dentsu Inc. that develops, co-produces, distributes and licenses original animation programs, has granted broadcasting, videogram and merchandising rights for the hit animated series, *Deltora Quest* in multiple markets worldwide, it was announced today by Mr. Yuma Sakata, senior vice president for DCI-LA.

New licenses granted for *Deltora Quest* for broadcast, videogram and merchandising rights are:

The Licensing Machine (a trading division of Panini UK Ltd)

Rights: Broadcast, videogram and merchandising rights
Territories: Western Europe including United Kingdom, France, Italy, Spain, Germany
Eastern and Central Europe
Nordic Countries
Africa

Castalia Communications Corporation

Rights: Broadcast and videogram

Territories: Mexico
Central America
South America

“The ***Deltora Quest*** animated series proved to be very successful in Japan, and we are excited to introduce the adaptation to fans worldwide,” said Sakata. “We are confident that the series will meet with the same global enthusiasm that the books have achieved.”

Written by Australian author Emily Rodda, the ***Deltora*** book series is the collective title for three series of award-winning children's fantasy books, spanning 15 books and other official books that compliment the fiction. First published in 2000, ***Deltora Quest*** has become a favorite with children and teachers selling more than 10 million copies worldwide. The ***Deltora*** book series is published in more than 30 countries including the USA and Australia via Scholastic Inc., and Japan via Iwasaki Publishing.

The 52 episode ***Deltora Quest*** animation series, which has been a top-rated hit on TV Tokyo, is produced by OLM with investment support from Dentsu. True to the books, the series follows the adventures of three companions as they journey across the magical land of Deltora to recover magical artifacts and defeat Guardians of the evil Shadow Lord. The series is primarily hand-drawn cell animation, but the Guardians are CGI, giving the series a unique look and an extra layer of intensity.

Japanese licensing partners include Kodansha for manga, Bandai for card games, PVC figures and candy items, and Bandai-Namco for interactive games, all via Dentsu, which directly controls all rights to the series worldwide, and handles licensing, merchandising, television, home entertainment and all forms of digital distribution in Asia. DCI-LA, The Licensing Machine, and Castalia are now looking for additional partners in territories outside of Asia.

About DCI Los Angeles

Headquartered in Santa Monica, CA, DCI Los Angeles (DCI-LA) was formed in 2008 to develop and co-produce animation content for broadcasters and media businesses worldwide. The company's strategy unites North American and European development talent with Japanese animation expertise. DCI-LA will also manage the distribution and licensing efforts for its own productions, and for those in which it has invested. DCI-LA

is a part of Dentsu Communications Inc. (DCI) in New York, a wholly owned subsidiary of Dentsu Inc., the world's largest advertising agency brand and a leading producer in Japanese animation.

About Dentsu Inc.

Dentsu Inc., founded in 1901, is the largest advertising company brand and the fifth largest marketing and communications organization in the world. Based in Tokyo, the group has more than 6,000 clients and more than 17,454 full-time employees* in both Japan and in its offices overseas. Consolidated billings (net sales) for fiscal year 2007 were recorded at \$17,738 million. Dentsu is publicly quoted on the Tokyo Stock Exchange (Code 4324).

*As of March 31, 2008.

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